

# Professional Solicitor Campaign Detail

## Professional Solicitor

**Name:** HERITAGE COMPANY, INC.

**Address:** 2402 WILDWOOD AVENUE, SUITE 500  
SHERWOOD AR  
72120-

**Phone:** (501) 835-5000

**Fax:** (501) 835-3823

**FEIN #:** 71-0404080

## Charitable Organization

**Name:** MOTHERS AGAINST DRUNK DRIVING  
(M.A.D.D.)

**Address:** 511 E. JOHN CARPENTER FREEWAY, SUITE 700  
IRVING TX  
75062-

**Phone:** (214) 744-6233

**Fax:** (469) 420-4509

**FEIN #:** 94-2707273

**Campaign ID:** 3-779-17

**Type of Solicitation:** TELEMARKETING

**File Date:** 10/2/2007

**Percentage of Funds - Charitable Organization:** 48.00%

**Percentage of Funds - Professional Solicitor:** 52.00%

Revenues		Expenses	
Telemarketing	\$344,996	Salaries	\$54,621.00
Direct Mail	\$0.00	Other Expenses	\$125,349.00
Door-to-Door	\$0.00	Total Expenses	\$179,970.00
Thrift Stores	\$0.00		
Internet	\$0.00	Charitable Org. Paid or Received:	\$165,026.00
Other Revenue	\$0.00		
Total Revenue	\$344,996.00	Deficit/Excess:	\$0.00

**Posted On:** Tuesday, October 09, 2007